

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

- 1                   1.       (currently amended) A projection type display device, comprising:  
2                   a light source unit;  
3                   a cooling fan which cools said light source unit;  
4                   a light valve which modulates light emanating from said light source unit; and  
5                   a projection lens which projects light modulated by said light valve;  
6                   a casing having a first inlet/outlet face and a second inlet/outlet face; and  
7                   a duct coupled between said first inlet/outlet face and said second inlet/outlet face,  
8                   said cooling fan disposed within said duct, at least a portion of said light source unit disposed in  
9                   said duct, an airflow within said duct being substantially restricted within said duct,  
10                  wherein the cooling fan provides a cooling air separated from the light valve to  
11                  cool only the light source unit, and ~~the~~ a cooling air path direction is selectively varied.
2.       (canceled)
- 1                   3.       (Previously presented) The projection type display device according to  
2                   claim 1, wherein the direction of said cooling air is selectively varied by changing a direction of  
3                   rotation of said cooling fan between forward and backward.
- 1                   4.       (Previously presented) The projection type display device according to  
2                   claim 1, wherein said cooling fan is rotatable and the direction of said cooling air is selectively  
3                   varied by varying the rotation of said cooling fan.
- 1                   5.       (Previously presented) The projection type display device according to  
2                   claim 1, wherein said cooling fan is provided at substantially a center portion of a casing of said  
3                   projection type display device.

1                   6.       (currently amended) The projection type display device according to  
2 claim 1, wherein a plurality of cooling fan removal locations are provided in said cooling air path  
3 and the direction of said cooling air is selectively varied by selecting a specific cooling fan  
4 removal location and mounting therein said cooling fan.

1                   7.       (previously presented) The projection type display device according to  
2 claim 6, wherein said cooling fan is mounted so that said cooling air is blown against said light  
3 source unit.

8-11. (canceled)

1                   12.       (currently amended) The projection type display device according to  
2 claim 3, wherein said cooling fan is provided at substantially a center portion of a said casing of  
3 ~~said projection type display device.~~

1                   13.       (currently amended) The projection type display device according to  
2 claim 4, wherein said cooling fan is provided at substantially a center portion of a said casing of  
3 ~~said projection type display device.~~